



GOVERNOR'S ADVISORY COUNCIL ON AGING

MARKETING AND OUTREACH TASK FORCE (MOTF)
MEETING MINUTES

January 26, 2012
2:00 pm – 4:00 pm

Governor's Office on Aging
1st Floor, GOCYF Conference Room
1700 West Washington Street
Phoenix, Arizona 85007

Council Members & Task Force Participants Present

Roger Forrester (Task Force Co-Chairman)(telephonic), Joel Millman (Task Force Co-Chairman), Christine Bryson-Lazo (telephonic), Dorinda Fox (telephonic), Margaret McCormick (telephonic), Trudy Schuett (telephonic), and Shawn Trobia (telephonic).

Council Members Not Participating

None

Council Staff Present

Cathy De Lisa and Kim Jennings

Guests Present & Signing In

JoAnn Villella

Welcome, Introductions, Review & Approval of Minutes

Co-Chair Joel Millman called the meeting to order at 2:05 pm. A welcome and introduction period followed. After a review of the draft minutes from the January 5, meeting an error was pointed out by Christine Bryson-Lazo. *Shawn Trobia made a motion to approve the minutes as corrected; Christine Bryson-Lazo seconded the motion. The motion passed unanimously.*

Discussion:

Co-Chairman Joel Millman began the discussion confirming with the Task Force members that the primary target audience for the tool kit is the staff in the One-Stop Career Centers and employers. Group agreed by general consensus that these were the targeted audiences.

Layout/Flow & Content – Mr. Millman started the discussion by referring everyone to the handout, *Toolkit Web Draft*. This handout was the basis for group discussion regarding layout/flow of the toolkit contents. A copy of the handout is available for review through the Council on Aging office.

Based on group discussion the following was outlined:

1. On the azmatureworkers.com home page, separate Resources and Events into two separate tabs.
2. Dorinda Fox suggested the placement of three separate “toolkit” subtabs under Resources so that the home page layout for Resources will look like this:

Resources

- Toolkit for Workforce Professionals
- Toolkit for Employers
- Toolkit for Job Seekers

The group agreed by general consensus that the toolkits will contain information by county as well as statewide/national information where appropriate.

- The group discussed as a foundation for the toolkit, each subtabs listed under resources the following categories will be available for users to select:
- Fact Sheets
- Community Resource Guides
- Links by Topic (this may ultimately be incorporated into the Community Resource Guides)
- Newsletters
- Workshops
- Request a Speaker

Next Steps

Co-Chairman Joel Millman stated that the conceptual flow for launching the toolkit can start because of the existence of information either already populated on the site or easily accessible. Mr. Millman requested that everyone start looking in their region for the resources to populate the toolkits. In order to ensure uniform structure to the information submitted, Mr. Millman stated that Kim Jennings, Program & Project Specialist, will send an e-mail to attendees and with a spreadsheet in which to enter the information. Ms. Jennings will also include the e-mail address to send the information. Mr. Millman stated that he will draft a Toolkit development work plan. The group will compile a summary of the action to date at the February 16th Marketing Outreach Task Force Meeting. Co-Chair Roger Forrester reminded the Marketing & Outreach Task Force that the meeting on February 16th would include working on the website, the certification and recertification, and the toolkit.

Announcements

Co-Chair Roger Forrester thanked Co-Chair Joel Millman for the preparation he completed for the meeting.

Adjourn

The Committee meeting was adjourned by Co-Chair Joel Millman at 3:54 pm.

Next Meeting:

The Marketing and Outreach Task Force is scheduled to meet on February 16th at 9:30 am. Location to be confirmed and announced by public meeting notice posted at the GACA website, www.azgovernor.gov/gaca. These meetings are open to the public.